

Nom Business Model

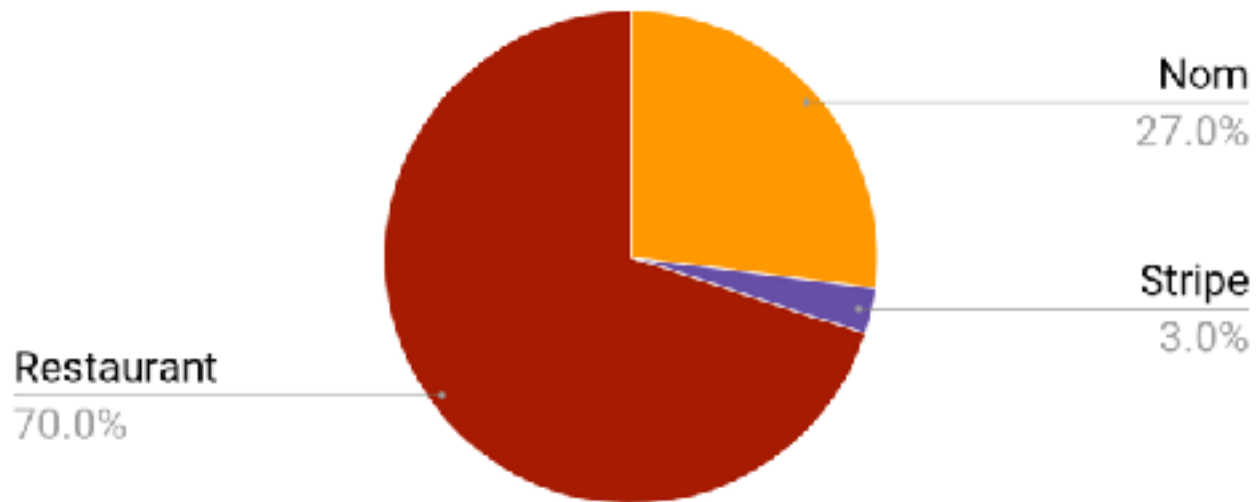
Projected Revenue

	Orders daily (/restaurant)	Average order price (\$)	Number of restaurants	Total Daily Revenue	Annual Profit (27%)	x 5,000 US universities
Low	2	3	5	30	2,956.50	14.8 M
Avg	5	4	15	300	29,565	147.8 M
High	10	5	30	1500	147,825	739 M

Projected Food Waste Saved

	Orders daily (/restaurant)	Average portion size (lb)	Number of restaurants	Total Daily Waste Saved (lb)	Annual Waste Saved (lb)	x 5,000 US universities
Low	2	.25 lb	5	2.5	912.5	4.56 M
Avg	5	.5 lb	15	37.5	13.7 K	68.4 M
High	10	.75 lb	30	225	82.1 K	410.6 M

Revenue Distribution Model



Growth Plan

2019: Expand into and dominate the Princeton area

2021: Grow a Campus Ambassador program to launch into 10 universities

- Partner with sustainability student organizations
- Easy integration into new areas

2023: Nom hopes to have a presence in over 1,000 college campuses across the nation

